What Is Claimed Is:

1.   A method of conducting an assessment, comprising:

presenting a plurality of queries to an entity;

receiving a response to each of the plurality of

5 queries;

applying the responses to a plurality of rules so that each rule has one of a satisfied state and an unsatisfied state, a portion of the plurality of rules being interdependent;

identifying feedback items based on the state of the

10 plurality of rules, each feedback item being associated with at least one of the plurality of rules having the satisfied state; and

transmitting the feedback items to the entity.

2.   The method of claim 1, wherein the plurality of

15 queries relate to a performance area.

3.   The method of claim 1, wherein the entity is a group.

4.   The method of claim 1, wherein the entity is an individual.

5.   The method of claim 1, wherein a host computer

20 presents the plurality of queries and transmits the feedback items.

6.   The method of claim 1, wherein the plurality of rules include mathematical formulae.

7.   The method of claim 1, wherein the plurality of rules

25 include Boolean operations.

8.   The method of claim 7, wherein predetermined ones of the plurality of rules use output from other of the plurality of rules.

9.   A system for conducting an assessment, comprising:

30   a user computer; and

27

an assessment computer coupled to the user computer via a communications link, wherein the assessment computer includes

a central processing unit (CPU), and

5   a memory coupled to the CPU, the memory storing computer executable code to be executed by the CPU, the computer executable code

presenting a plurality of queries to an entity,

10   receiving a response to each of the plurality of queries,

applying the responses to a plurality of rules so that each rule has one of a satisfied state and an unsatisfied state, a portion of the plurality of rules being

15   interdependent,

identifying feedback items based on the state of the plurality of rules, each feedback item being associated with at least one of the plurality of rules having the satisfied state, and

20   transmitting the feedback items to the user computer.

10.   The system of claim 9, wherein the memory includes a query database storing the plurality of queries.

11.   The system of claim 9, wherein the memory includes a

25   rules database storing the plurality of rules.

12.   The system of claim 9, wherein the memory stores the responses to the plurality of queries.

13.   The system of claim 9, wherein the user computer includes a display to display the feedback items.

28

14. The system of claim 9, wherein the plurality of rules include a Boolean operation, a true condition of the Boolean operation corresponding to the satisfied state and a false condition of the Boolean operation corresponding to the

5 unsatisfied state.

15. The system of claim 9, wherein the communications link includes one of a dialup connection, a wireless network connection, a local area network, a wide area network, fiber optic connection and an Internet connection.

10 16. The system of claim 9, wherein the memory includes computer executable code identifying an additional set of queries to be presented to the entity as a function of a predetermined response to at least one of the plurality of queries.

15 17. The system of claim 9, wherein the queries include one of a statement and a question.

18. The system of claim 9, wherein the computer executable code transmitting the feedback items to the user computer includes links to additional resources related to a respective

20 feedback item.

19. The system of claim 18, wherein the links include one of a hyperlink and an identification of an additional resource.

20. The system of claim 19, wherein the hyperlink includes identification of a universal resource locator and the

25 additional resource includes publication.

21. The system of claim 9, wherein the entity includes one of an individual and a group.

22. A method of conducting an assessment, comprising:

presenting a plurality of queries to an entity;

29

receiving a response to each of the plurality of queries;

applying the responses to a plurality of rules so that each rule has one of a satisfied state and an unsatisfied state,
5   a portion of the plurality of rules being interdependent;

identifying feedback items based on the state of the plurality of rules, each feedback item being associated with at least one of the plurality of rules having the satisfied state; and

10   transmitting the feedback items to the entity, at least one of the feedback items including a link to an additional resource associated with the feedback item.

23.   A method of conducting an assessment, comprising:

presenting a plurality of queries to an entity;

15   receiving a response to each of the plurality of queries;

applying the responses to a plurality of rules so that each rule has one of a satisfied state and an unsatisfied state, a portion of the plurality of rules being interdependent;

20   identifying feedback items based on the state of the plurality of rules, each feedback item being associated with at least one of the plurality of rules having the satisfied state; and

transmitting the feedback items to the entity, at
25   least one of the feedback items including a link to an additional resource associated with the feedback item,

wherein the plurality of rules results in at least a first comparative indicator and at least a second comparative indicator, the first comparative indicator representing an ideal

30

situation for the entity, and the second comparative indicator representing a current situation for the entity.

24.   The method of claim 23, wherein the first comparative indicator includes two comparative indicators used to determine the ideal situation and the second comparative indicator includes two comparative indicators used to determine the current situation.

25.   The method of claim 24, wherein the feedback items include at least one feedback item based on a comparison between the ideal situation and the current situation.

26.   The method of claim 24, comprising displaying a comparison of the ideal situation and the current situation.

27.   The method of claim 23, wherein the plurality of queries relate to one of an individual assessment and a group assessment.

28.   A system for conducting an assessment, comprising:

an assessment computer adapted to communicate with a user computer via a communications link, wherein the assessment computer includes

a central processing unit (CPU), and

a memory coupled to the CPU, the memory storing computer executable code to be executed by the CPU, the computer executable code

presenting a plurality of queries to an entity,

receiving a response to each of the plurality of queries,

applying the responses to a plurality of rules so that each rule has one of a satisfied state and an

31

unsatisfied state, a portion of the plurality of rules being interdependent,

    identifying feedback items based on the state of the plurality of rules, each feedback item being

5   associated with at least one of the plurality of rules having the satisfied state, and

    transmitting the feedback items to the user computer.

    29.   The system of claim 28, comprising a storage medium

10 coupled to the CPU, the storage medium including at least one database and storing the plurality of queries, the plurality of rules and the feedback items.

    30.   A system for conducting an assessment, comprising

    means for presenting a plurality of queries to an

15 entity;

    means for receiving a response to each of the plurality of queries;

    means for applying the responses to a plurality of rules so that each rule has one of a satisfied state and an

20 unsatisfied state, a portion of the plurality of rules being interdependent;

    means for identifying feedback items based on the state of the plurality of rules, each feedback item being associated with at least one of the plurality of rules having

25 the satisfied state; and

    means for transmitting the feedback items to the entity.

32